

IN THE ABSTRACT

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## ABSTRACT OF THE DISCLOSURE

The invention relates to a large surface advertising device for posters and a corresponding method for controlling the poster exchange. The aim of the invention is to achieve an advertisement device which permits the installation of significantly larger advertising devices and operation over a long period of time with alternating adverts. The method shall permit a frequent poster change with short cycle times. According to the invention, the large surface advertising device for posters comprises a housing, housing chassis and base frame (6), with winding shafts (1 and 2) arranged thereon for accommodating web-like rollable posters. The poster web is moved between both said rollers (1) and (2), by means of winding on and off to change posters. At least one diverting device (3 and 4) is arranged at the top and bottom, before the upper winding shaft (1) and the lower winding shaft (2), on the housing chassis and the base frame (6). The guides for the posters permit winding of the poster web either on winding shaft (1) or (2) without the formation of creases. The controller maintains a free-hanging poster loop on the lower diverting device, independent of the winding direction.